

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of: Frank Duane Lortscher Jr.
Application Serial No: 10/762,466
Filing Date: January 23, 2004
Title: System and method for generating transaction based recommendations
Group Art Unit: 3693
Examiner: Linda C. Perry
Confirmation No.: 5460
Customer No.: 6449

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT

Dear Sir:

In response to the non-final Office Action mailed September 16, 2008, please amend the above-identified application as indicated below. A request to extend the time for reply by one month has been filed concurrently herewith.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the Listing of Claims which begins on Page 3 of this paper.

Remarks begin on Page 19 of this paper.